



COUNTY OF LOS ANGELES

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September 19, 2012

TO: Each Supervisor

FROM: Jonathan E. Fielding, M.D., M.P.H. *JE Fielding*  
Director and Health Officer

SUBJECT: **NOTIFICATION OF INTENT TO ENTER INTO SOLE SOURCE AGREEMENT  
WITH CLEAR CHANNEL COMMUNICATIONS FOR EMERGENCY  
PREPAREDNESS AND RESPONSE SERVICES**

This is to advise you that the Department of Public Health (DPH) intends to enter into a sole source agreement with Clear Channel Communications in the amount of \$480,000, effective upon execution by both parties through August 9, 2013, to support a comprehensive, culturally, and linguistically appropriate media campaign that will promote community disaster preparedness and resilience.

This sole source agreement will be fully funded by funding from the Centers for Disease Control and Prevention (CDC) Public Health Emergency Preparedness. The proposed agency, Clear Channel Communications, has been identified due to their expertise in the field of media and also their ability to begin providing services in the most effective and timely manner.

**Background**

Evidence from recent disasters in the United States has shown that communities that have strong social networks are better prepared to withstand disasters. For the past two years, DPH has worked on developing the Los Angeles County Community Disaster Resilience project (LACCDR) by collaborating closely with community and faith-based organizations in Emergency Network Los Angeles (ENLA), the Los Angeles County Voluntary Organizations Active in Disasters (VOAD) and other partners to develop tools to increase community disaster resilience in Los Angeles County. Last year, as part of the efforts tied to the LACCDR, DPH developed the primary community preparedness campaign with the goal of shifting the focus of disaster preparedness from the individual to the community (i.e., from "me" to "we").

Recently, DPH has worked with Barbara Bishop Public Relations, Inc (BBPR) to further refine the campaign to resonate better with community members and motivate them to prepare in conjunction with their communities. The creative content is currently being finalized. In order to successfully implement this campaign DPH intends to contract with Clear Channel Communications to market it across the Los Angeles County region. The integrated campaign will include a strategic media purchase for radio, print, television, and the internet targeted at, but not limited to, the general market, and the Asian and Hispanic markets.

### **Justification of the Sole Source Contract**

In order to be as timely and cost-effective as possible in providing these services, DPH recommends entering into a sole source agreement with Clear Channel Communications because they have the ability to utilize media outlets with the greatest exposure to the maximum amount of people within Los Angeles County. The launch of this campaign will begin upon execution of this contract, and if launched by October 2012, this campaign will coincide with the State of California's "Great Shakeout," an earthquake preparedness campaign. This time line also corresponds to the next phase of the LACCDR pilot project, which includes implementing the Community Disaster Resilience: Building Tools in Communities project in all eight Service Planning Areas in Los Angeles County.

Clear Channel Communications is a major media company that specializes in mobile and on-demand entertainment and information services. Clear Channel Radio's content can be heard on AM/FM stations, HD digital radio channels, on the Internet, at [iheartradio.com](http://iheartradio.com) and on the iheartradio mobile application on iPads and smart phones, and used via navigation systems from TomTom, Garmin and others. The company's operations include radio broadcasting, syndication and independent media representation. Below are Clear Channel's Los Angeles based radio stations:

Radio Station	Language	Target Audience
KOST 103.5 FM	English	Caucasian, Hispanic, Asian
KBIG 104.3 FM	English	Caucasian, Hispanic
KIIS 102.7 FM	English	Caucasian, Hispanic, Asian
KHHT 92.3 FM	English	African American, Hispanic
KFI 640 AM	English	Caucasian, Hispanic African American, Asian

In addition to the radio stations listed above, Clear Channel has established relationships with Asian, Hispanic, African American and other communities not designated in the scope, such as Eastern European media partners. This broad range of target audiences highlights Clear Channel's capacity to reach members of the target audience as well as the general public. Clear Channel also has advertising capability throughout the county via bus transit shelters, electronic billboards, and other outdoor media.

Clear Channel has successfully managed multiple media campaign elements of other campaigns for DPH including several Emergency Preparedness and Response Program "Just Be Ready" Campaigns, multiple phases of Clean Hands, and most recently the H1N1 and vaccination campaign. In all previous contracts, Clear Channel has consistently fulfilled their deliverables and has maintained an good track record of performance.

### **Next Steps**

In moving forward with other emergency preparedness campaign efforts, DPH is in the process of developing a Request for Statement of Qualifications (RFSQ) for all media purchases. This process will

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establish a pool of pre-qualified vendors to work with DPH on all campaign efforts in the future. This process is projected to take at least six months to complete.

**Time Line**

To allow time for your review and comments, DPH will not begin negotiations with Clear Channel Communications until 10 business days from the date of this memorandum. In the meantime, if you have any questions or would like additional information, please let me know.

JEF:ar

c: Chief Executive Officer  
County Counsel  
Executive Officer, Board of Supervisors